

**Governor's P-20 Council
Communication Committee Meeting
March 14, 2007 @ 3:30 p.m.
Meeting Notes**

Location: Valley of the Sun United Way, 1515 E. Osborn Road, Phoenix, Arizona

P-20 Members Present: Paul Luna, Amy Besing (telephonic), Cathy McKee, Cathleen Barton, Harry Garewal (telephonic), and Dr. Jim Zaharis

Others: Dennis Mitchem, Merl Waschler, Dr. Carol Peck, John Murphy, Saundra Johnson, Judy Mohraz, Don Budinger, Gene D'Adamo, Barbara Ryan, Helen Rosen, and Tammi Crum

Staff: Debra Raeder, Darcy Renfro, Erin Hart, Karen Ortiz and Eva Lester

1. Call to Order & Welcome

Paul Luna called the meeting to order at 3:40 p.m. and welcomed everyone, and invited attendees to introduce themselves and whom they represented.

2. Update and Discussion: Communications Plan

Paul indicated that the purpose of the meeting was for everyone to become acquainted, identify next steps and build consensus. Discussion was framed under the short-term goal of communicating Council recommendations and a focus on student preparedness; and a long-term goal of a strategic, comprehensive social marketing campaign. The Committee recommended:

- Reviewing what other states have done and obtain recommendations from them on public relations firms
- Preparing a scope of work that will:
 - In the short-term:
 - Focus on P-20 recommendations,
 - Develop the case for change,
 - Identify key constituencies,
 - Frame key messages, and
 - Develop strategies & tactics to build immediate awareness of the short-term goals that will lead to implementing incremental changes needed to bring systemic transformation of education in Arizona
 - In the long-term:
 - Launch a full scale communications and social marketing plan

4. Next Steps

Staff will forward draft scope of work to committee members and contact other states for recommendations on public relations firms.

5. Call to the Public

There were no requests from the Public to address the Committee.

6. Adjournment

There being no further business or discussion, the meeting was adjourned by the Chair at 4:40 p.m.